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Preliminary Report

Exploring tourism opportunities in New Perlican

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Table of Contents

1.0	PROJECT OVERVIEW.....	3
1.1	OVERALL GOAL	3
1.2	TASKS/RESPONSIBILITIES	3
2.0	METHODOLOGY	4
2.1	PRIMARY RESEARCH	4
2.1.1	SURVEY	4
2.1.2	INTERVIEWS	4
2.2	SECONDARY RESEARCH	4
3.0	SWOT ANALYSES	5
3.1	BACKGROUND	5
3.2	SWOT ANALYSIS OF NEW PERLICAN, AS A TOURISM DESTINATION	5
3.2.1	STRENGTHS	5
3.2.2	WEAKNESS	6
3.2.3	OPPORTUNITIES	7
3.2.4	THREATS	7
4.0	RESULTS AND DISCUSSION	9
4.1	SUMMARY OF INTERVIEW DATA.....	9
4.2	COMMUNITY ASSET MAPPING	9
4.2.1	BACKGROUND	9
4.2.2	SURVEY OVERVIEW	10
4.2.3	ASSET CLASSIFICATION	10
4.2.4	LIST AND CLASSIFICATION OF ASSETS IN NEW PERLICAN	11
4.3	SOCIAL ENTERPRISE	12
4.3.1	BACKGROUND	12
4.3.2	CURRENT BUSINESS DEFICITS IN THE TOWN AND IDEAS FOR SOCIAL ENTERPRISE	12
4.4	DEVELOPING THE TOURISM POTENTIAL OF NEW PERLICAN	14
4.4.1	KEY HIGHLIGHTS	14
4.4.2	ASSESSING NEW PERLICAN’S TOURISM POTENTIAL	14
4.4.3	DEVELOPING THE NEW PERLICAN TOURISM PRODUCT	15
5.0	RECOMMENDATIONS.....	17
5.1	THE DEVELOPMENT OF A TOURISM DEVELOPMENT WORKING GROUP	17
5.1.1	THE 5-YEAR PLAN	17
5.1.2	THE 10-YEAR PLAN	17

5.1.3	THE 20-YEAR PLAN.....	18
5.2	DEVELOPING A SOCIAL ENTERPRISE.....	18
5.2.1	SOCIAL ENTERPRISE 1.....	18
5.2.2	SOCIAL ENTERPRISE 2.....	18
5.3	TOWN MARKETING STRATEGY AND TOURISM MARKETING PLAN	19
5.3.1	NEW PERLICAN TOURISM MARKETING PLAN.....	19
5.3.2	NEW PERLICAN MARKETING VIDEO	19
5.3.3	LOCATIONS FOR STORYBOARDS.....	19
APPENDIX		21
ACKNOWLEDGEMENT		22
REFERENCES.....		23

1.0 Project Overview

1.1 Overall Goal

To run an asset mapping exercise for New Perlican, with the goal of helping to develop a social enterprise plan based on the assets highlighted to benefit community members, attract tourism, and bring in revenue to the town, to promote and sustain this interesting and historic town.

1.2 Tasks/Responsibilities

- Identify heritage and tourism assets that will attract individuals to the town
- Examine those assets to determine potential social enterprise business ideas that could benefit community members and attract visitors while bringing in revenue
- Identify local and regional opportunities/partnerships that can benefit the community and attract tourists
- Identify areas in New Perlican for story boards about the town's history which will help assist walking tours
- Collaborate with members of the town heritage committee
- Other related tasks may be required
 - Design website
 - Design promotional material for the town

2.0 Methodology

2.1 Primary research

Primary research is a research methodology used to obtain data/information directly from the source of the data. This research method is targeted at getting information regarding the subject of focus, followed by in-depth analysis of the collected data. Primary research methods include interviews, survey, focus groups and observations. To achieve the goals of this position, the primary research tools I used are below.

2.1.1 Survey

An asset mapping survey was created using google forms. These surveys were then circulated online via New Pelican's social media. The survey questions are shown in Appendix 1 (Attached).

2.1.2 Interviews

Specific resource persons were contacted and interviewed, with the purpose of getting first-hand information in the required areas.

The interviewees are listed below:

1. Shelly Burrage Town Manager
2. Melissa Dambrowitz - Town Mayor
3. Andrea O'Brien (Heritage NL)
4. Michael Laduke
5. Karen Smith (B n B)
6. Ella Heneghan (Dept of Tourism)
7. Lucy Alway (Dept of Tourism)
8. Michaela Roebothan
9. Jamie Brake (Provincial archeologist for NL)
10. Bill Gilbert
11. Eileen Matthews of NERRL
12. Dean Critch of Rising Tide constructions
13. Sherry-Lee Burrage of J. E. M nails
14. Andre Saab of Brookside place
15. Marie MacDonald – Councillor

2.2 Secondary research

Secondary research draws upon already existing research material, obtained from a wide range of sources. For this project, my secondary sources include but are not limited to the following:

1. Excavations at New Perlican (CLA1-4) 2001 – 2009 by William Gilbert

2. Link to audio/visual materials from goat project: https://collections.mun.ca/digital/collection/ich_avalon/search/searchterm/New%20Perlican/field/subcol/mode/all/conn/and/cosuppress/
3. Oral on goats: https://www.mun.ca/ich/resources/OHR_booklet_001_WEB_July27_2.pdf
4. <http://www.ichblog.ca/search?q=new+perlican&max-results=20&by-date=true>
5. https://www.gov.nl.ca/tcar/files/3_Vacation_Visitor_Profile_FINAL_REVISED_June_2018.pdf
6. https://www.gov.nl.ca/tcar/files/Preparing_for_2021_Tourism_Mar2021.pdf
7. <https://www.gov.nl.ca/tcar/tourism-division/visitor-and-market-insights/>

Other secondary research resources were obtained from:

1. <http://communitysector.nl.ca>
2. <https://www.newfoundlandlabrador.com>
3. <https://www.gov.nl.ca/tcar/>
4. https://www.tripadvisor.ca/Tourism-g154962-Newfoundland_and_Labrador-Vacations.html
5. <https://www.destinationcanada.com/en>
6. <https://spadeandthegrave.com/author/robynla/>

3.0 SWOT analyses

3.1 Background

Strengths (S), weaknesses (W), opportunities (O) and threats (T) analysis is a strategic planning framework helpful in identifying areas in which a product or organization is succeeding, needs improvement and has a competitive edge. Overall, SWOT analysis assesses internal factors (strengths and weaknesses) and external factors (opportunities and threats); and can be used as a guide towards achieving specific goals.

A SWOT analysis enables a fact/evidence-backed examination of the actual position of a product/organization on its own or within its industry. This results in a realistic picture of the situation. Accurate SWOT analysis needs to be objective and devoid of preconceived beliefs and biases.

3.2 SWOT analysis of New Perlican, as a tourism destination

3.2.1 *Strengths*

1. Location and scenery: The Location of New Perlican on the Baccalieu coastal drive is strategic and beautiful, with scenic views that are a tourist attraction. Specifically, the view of the ocean and the ponds, as well as the harbour, make for a captivating view.

2. Proximity to thriving towns: Proximity to towns such as Cupids, Heart's Content and Winterton, which are currently thriving tourist destinations, will allow New Perlican to benefit from the considerable traffic to these areas. This proximity also strategically positions New Perlican for feasible partnership opportunities.
3. Warm and friendly People: The inhabitants of New Perlican are warm and welcoming, which could potentially make visitors and tourists feel welcome.
4. History: This town has a fascinating history, being one of the province's oldest settlements. Furthermore, the archeological finds in the town and the gravesites dating back to the 17th and 18th centuries positions the town as a history-rich town, a hub for history-loving tourists.
5. Town assets: This town consists of natural and man-made assets (listed below, from the asset mapping survey), which can be leveraged for tourism and boosting the town's economy.

3.2.2 Weakness

1. Number of full-time residents: The small number of full-time town residents translates to small market size, making it impossible for business enterprises to thrive solely on local support and patronage.
2. Available facilities: Many of the facilities which will facilitate visitor/tourist enjoyment of the town are currently not available. Such facilities include good cellular service, public toilets, food/catering businesses, grocery shops, hotels/accommodations, and entertainment centres.
3. Transportation: Due to the distance of the town from big cities such as Mount Pearl and St. John's, it is difficult for non-car owners to visit New Perlican. For tourists from outside Newfoundland, it may be a bit difficult navigating from the airport in for instance St. John's to New Perlican, in part because there are no public transport/buses to bring people to New Perlican.
4. Poor visibility of the town: The town of New Perlican has an abysmal visibility. Without a good website and site optimization, finding New Perlican out of the many potential tourist destinations in NL is next to impossible. Thus, google searches for tourist destinations matching what New Perlican has to offer will not be show this town on the search results.

5. Weak brand: New Perlican is currently a weak brand, with no clear branding and marketing materials on display in relevant places.
6. Lack of an established tourism product: A good tourism destination needs tourism products, which will attract tourists to the town. In New Perlican, there is no established tourism product, only assets with tourism potential.

3.2.3 Opportunities

1. Strategic partnerships: Potential partnerships with neighbouring bigger towns such as Cupids, Winterton and Heart's Content will position New Perlican in the league to tourist destinations in the Trinity Bay area.
2. Collaborations: To facilitate and further develop New Perlican's tourism potential, collaborations with provincial tourism organizations would be pivotal for listing and highlighting in appropriate quarters. Other important collaboration with tourism hubs such as destinations Canada and TripAdvisor will also be potentially useful.
3. New business ventures: In the absence of many enterprises, the town is rife for new business ventures to fulfill the needs of the town's residents. These new business enterprises could also be useful in attracting tourists and boosting the town's economy.
4. Archeology for tourism: The number of archeological finds, artefacts and burial sites uncovered in New Perlican are impressive. From a tourism perspective, adequate highlighting of these artefacts (finds and active digs/explorations) could position New Perlican as a town that uses Archeology for tourism.
5. Strong branding and marketing: Building a more robust brand by increasing targeted social media engagement and consistent marketing will increase New Perlican's visibility.
6. Newfoundland is a bucket list destination: As a bucket list destination, there are potentially lots of people who will visit the province, of which New Perlican (if well positioned) can attract to the town.

3.2.4 Threats

1. Nearby towns such as Cupids, Winterton and Heart's Content with better tourism plans can take a bigger chunk of the tourism market, leaving no room for New Perlican to benefit.
2. Expertise to execute plans successfully: New Perlican may not have all the expertise needed to successfully execute tourism plans.

3. Tourism trends and standards continue to evolve with time, especially in the post-COVID era. The capability of New Perlican to keep up with the changing trends and standards in the tourism industry may not be there, especially because New Perlican is currently far behind in the tourism market.

4.0 Results and discussion

4.1 Summary of Interview data

In a meeting with Andrea O'Brien of Heritage NL, it was recommended that the heritage site certificates for New Perlican could be used for site interpretation. Subsequently, the certificates for heritage sites could also be used in this way. These certificates are attached in an email to Joan Butler.

Several of the interviewees highlighted that there is a lack of businesses for people to spend money. This may be because the small size of the town is not necessarily enough to sustain any business completely. Another general theme that was gleaned from many of the interviews is that there are Town organised events that could bring visitors. The potential of these town events for tourism depends on the planning and execution.

Andrew Scott and Kerri Button (Historic Site officers at the department highlighted that the town of New Perlican lacks the tourism product to attract tourists, hence this needs to be a focus/priority. This can be done using different partnerships. Once a tourism product is developed, then different partnerships within the region of the Baccalieu trail/coastal drive; a fact that was reiterated by several interviewees.

4.2 Community Asset Mapping

4.2.1 Background

Community Assets are resources and items owned by individuals and communities that individuals can leverage to develop practical solutions to problems. Community assets can include:

1. Public buildings: community centre, libraries, health centres, leisure centres, bus services and GP practices.
2. Businesses: banks, post offices and shops.
3. Voluntary and community groups: faith groups, sports clubs, yoga/ meditation groups, support groups, residents' associations, Men's sheds, craft groups, Active Retirement groups and charities.
4. Individuals - volunteers, families, community leaders
5. Physical environments - parks and public buildings.

Identifying community assets is vital for uncovering the strengths and resources within a community that individuals can harness to address their needs.

4.2.2 Survey overview

The asset mapping survey had a total of 29 respondents. In a town of 185 people, 29 respondents represent a 15.6% response rate. Of all respondents 86.2% were residents of New Perlican, while 13.8% were non-residents. Of all residents, 62.1% were full-time while 37.9% were part-time.

4.2.3 Asset Classification

Three kinds of assets have been shown to be important for community work, namely individuals, associations and institutions¹. This list was further expanded from three to seven, including some assess associated with people and others with places². Thus, asset framework will be classified as follows:

4.2.3.1 People-associated assets

- a. Human assets - are the skills and abilities of people living within the community.
- b. Social assets - includes networks, organisations and institutions that exists among the inhabitants of the community.
- c. Political assets - refers to the influence and distribution of resources, finances, and authority within the community.
- d. Financial assets - are the monetary and investment which creates and accumulates wealth.

4.2.3.2 Place-associated assets

- a. Cultural assets - are the values and approaches which have both economic and non-economic benefits.
- b. Built assets - are primarily constructed by humans.
- c. Natural assets - are naturally existing assets.

Drawing on these seven kinds of assets enables communities, organizations and systems to successfully build healthy ecosystems, vital economies and social well-being³.

Note: Some assets fall into more than one category.

4.2.4 List and classification of Assets in New Perlican

1.	Heritage landing	Built asset
2.	Burrage's stage and all harbour fishing stages	Built asset
3.	Old orange lodge	cultural asset
4.	War memorial and museums	cultural asset
5.	Bloody point	Natural asset
6.	Garlop point	Natural asset
7.	D'Iberville trail and all walking trails	Natural asset
8.	Town hall	Built asset
9.	Anglican Church and all churches	cultural asset
10.	Waterfront	Built asset
11.	Boardwalks	Built asset
12.	Grave sites and cemeteries	Cultural asset
13.	Gazebo	Built asset
14.	Jean's Head/Hill	Natural asset
15.	Peter's Finger	Natural asset
16.	Historic homes and Old Homesteads	Cultural asset
17.	Parks including Town Square Park	Cultural asset
18.	Historic sites and structures	Cultural asset
19.	Flat rock	Natural asset
20.	Cove Beach	Natural asset
21.	Town square	Built asset
22.	Wharf	Built asset
23.	Community hall/centre	Built asset
24.	Sitting Rock	Natural asset
25.	Flag on Peters Finger	Built asset
26.	Swimming hole	Natural asset
27.	Vitter's Cove beach	Natural asset
28.	The Memorial Garden	Built asset
29.	South Side	Natural asset
30.	Sea Glass B&B and Studio	Financial asset
31.	Stores / recreation areas	Built asset
32.	Veteran's Memorial Community Center	Cultural asset
33.	Government wharf	Built asset
34.	Rink	Built asset
35.	Ball field	Cultural asset
36.	The Hefford Plantation	Financial asset
37.	Pinsent Lane sites	Built asset
38.	St. Mark's burial grounds	Cultural asset

39.	Mt Misery Pond	Natural asset
40.	First Gulf Pond	Natural asset
41.	Second Gulf Pond	Natural asset
42.	Turk's Cove inner pond	Natural asset
43.	First round pond	Natural asset
44.	Second round pond	Natural asset
45.	New Perlican pond	Natural asset
46.	The unnamed pond that is linked to the second gulf pond	Natural asset
47.	Beaver pond	Natural asset
48.	Perlican brook	Natural asset

4.3 Social Enterprise

4.3.1 Background

A social enterprise is a business that provides primarily fulfills social objectives and maximizes profit. Social enterprises also maximize benefits to society and the environment. Overall, a social enterprise is double-barrelled in its approach: meeting social needs and making a profit. Typically, profits from social enterprises fund social programs, which benefit society.

4.3.2 Current Business deficits in the town and ideas for social enterprise

Several respondents of the surveys as well as interviewees identified the following

1. The lack of businesses that serve food. Hence, there a potential is setting up a business in the Anglican Church building such as a store or restaurant, a tea house, take-out, basically a food focussed business that will serve tourism. Not a bar, but a daytime restaurant or even a dinner theatre. Other food associated events include Church cold-plate suppers and dinners/dances.
2. Guided hikes, to include a picnic lunch, a boat tour, a stage tour and/or haunted hikes. It may be a good idea to put money back into trail maintenance (hire local youth). There can also be Graveyard tours – a 1–2-hour tour to be organised and managed in conjunction with MUN (An archeology or history student).
3. There is a deficit of accommodations and food facilities. Thus, this is a potential business idea to explore. Also, for accommodation of out-of-town guests, cabin rentals could be a great thing.
4. Campground/trailer park and rental van park
5. There are no events that leverage on the town's assets, thus, the following suggestions fit into aforementioned category: Boat marina, all types of theatre, boat rides, wharf games, picnic hikes, fish suppers, workshops, annual events (stage scavenger hunt; stage fish

recipe sampling; boat and kitchen party, coffee shop, backyard clamping, hostel, outport(ing) camps for youth (fishing/gardening/animal care skills), community challenges (darts, flotilla, historic battle enactment, harbor regatta). Other engaging events that could come as package deals include Bingo, storytelling or ballad competitions, outdoor movie nights, a developed natural swimming hole, trailer park Yoga and wellness experiences.

6. Traditional craft classes and house swap program.
7. Microbrewery and winery
8. Rural visit package tours with visits to other communities for special events (kitchen party, special events, shopping, berry picking, foraging), stepping back in time, recreating a general store, traditional house, church, post office, twine loft, outhouse, old fashion concerts, etc. Public toilets would help. Hiking center, Fresh water kayaking on the pond and sea kayaking enterprise.
9. To make use of the community wharf, more space needs to be made, to allow for more users. In this vein, boat rentals and kayaking would be options.
10. Confection truck or ice cream shop that could also sell cotton candy
11. Antiques and collectibles as well as community marketplace /open aircraft market on weekends.
12. Artist retreats, seasonal NL food location, Cafe/gift/craft store combined with some Heritage artifacts/information
13. To leverage on the town's rich fishing history, a fish and chips shop and the fisherman experience (spending an hour or two chatting up with the shed owners and their tales, boxed lunch to have at Bloody Point).
14. Meet a local stage owner: For instance, heritage New Perlican needs to acquire or build a stage so we can have one accessible all the time.
15. Organized flea markets (rink maybe), sea tours
16. Promotion and development of a historical site at Bloody Point and the D'Iberville Trail, to attract hikers.
17. A proper registered Harbor Authority may be needed
18. Implementation of a community-based focus group whose primary goal is to gather ideas, suggestions, and recommendations to better the community. The goal of this group would be to grow, expand and improve all aspects of the community. This group could also fundraise monies as well as apply to government and other agencies for funding towards community-based improvement initiatives.
19. Tourists want to learn and be involved in the art and techniques of mending nets, cleaning fish, making jams, hooking rugs and so on. Encourage locals to become involved in promoting this and sharing their skills with others.
20. Theatre group, small music venues, from inside or outside of town. Bloody point is a spot for a play.

29. Thinking outside of the harbour, New Perlican already has one of its biggest assets, right across from the town hall, one of the very first things you see coming in, right on the road. That big pond which can be used for freshwater kayaking rentals and lessons.
30. Improved cellular service

4.4 Developing the Tourism potential of New Perlican

4.4.1 Key Highlights

In developing tourism opportunities for the town New Perlican, the following should be the focus:

- I. Accommodations
- II. Activities to do
- II. Feeding/food
- IV. Joint tickets/joint markets for the town of New Perlican and neighbouring towns

What is the history of the town? One thing that draws people to visit a new place is history. This needs to be researched in detail and highlighted clearly, using the available artefacts as interesting aids in telling the story of the town's history.

Visitors to places like New Perlican and NL are typically divided into:

Resident visitors

Non-resident visitors

Each type of visitor is drawn to visit for different purposes. Thus, a repeat visit (when possible) may be dependent upon the success and enjoyment of the first visit.

Exit survey reports show things that attracts visitors to a tourism destination.

1. History and nature are two things that attract visitors to a place.
2. Family perspectives (things that families can enjoy together especially things that involve food and drinks). For this, package deals connected to food and drinks, outdoor picnics, foraging, etc.
3. NL is a bucket list destination, which is a double-edged sword. New Perlican can tap into positive aspects of this. The downside of this, however, is that people will tend to only visit once, and cross it off their bucket list
4. What community assets can be leveraged on to attract people to the town?

4.4.2 Assessing New Perlican's tourism potential

New Perlican has no shortage of natural resources, and the beginnings of a vibrant history (based on archeological finds/remains). However, because these are still in their raw state, these assets need to be maximized.

4.4.3 Developing the New Perlican tourism product

1. Developing accommodation options

The town currently has Karen's Bed and breakfast which can house about 2-3 patrons. There are also several private homes that could rent to people, which should bring the total potential accommodations to ten rooms.

2. Developing archeology potential

- a. Better signage at the grave-sites and cemeteries
- b. Clear trail management and maintenance
- c. Adequately annotating and interpreting archeology finds and artefacts

3. What New Perlican currently has, to facilitate developing its tourism potential

1. Accommodations: Other lodgings within the town, private homes for rentals.
2. The New Perlican library (books currently in storage)
3. Gym
4. Plantation artefact
5. Copy of the book of remembrance from the war
6. War/memorial museum
7. Goats of New Perlican research
8. The orange lodge museum
9. The Capelins of New Perlican waters
10. Picnic tables
11. Gravesites
12. Ponds and harbour
13. Events that could attract people to New Perlican
 - a. New years at New Perlican
 - b. St. Patrick's Day at New Perlican
 - c. Town of New Perlican Halloween
 - d. Town office/visitor centre

4. Visibility of the town

To aid visibility of the town for tourism purposes, a proper Town website is needed. For this purpose, as part of my role, I have started developing a town website. The current url is below
<https://townofnewperlican.wixsite.com/website>

5. Potential Partnerships for package deals

- Town of Heart's content, Winterton, Cupids
- Museum Association of NL – we are a member
- Legendary Coasts – destination management organization
- Hospitality NL – provincial tourism association – operators and owners/membership based
- NL Tourism – newfoundlandlabrador.com

5.0 Recommendations

Based on the data collected and analysed, my recommendations for the town are as follows:

5.1 The development of a Tourism development working group

This working group should contain members from the recreation and the heritage committees but headed by members from the heritage committee. This working group should work on the developing tourism development plans as follows:

- a. A 5-year plan
- b. A 10-year plan
- c. A 20-year plan

Each plan should begin at the start of a new year and should involve three processes.

- I. The pre-commencement roundtable (To be held at least 3 months prior to the commencement of each plan). This roundtable should involve clear outline of the goals, methods, tracking metrics and the monitoring portfolio for the plan.
- II. The mid-point evaluation, to discuss the results so far, and adjust where needed.
- III. The exit evaluation, to evaluate the entire project, if the goals were achieved, and how to transition to the next master plan

5.1.1 The 5-year plan

- 1. To setup a framework for improving New Perlican's visibility.
- 2. To setup and implement marketing strategies for the town of New Perlican.
- 3. To enter key partnerships to facilitate and develop New Perlican's industry (Tourism and enterprise).
- 4. To attract a new crop of business enterprises into New Perlican, which will address the accommodation, feeding and activity requirements for accessing the tourism industry.
- 5. To develop New Perlican's tourism product.

5.1.2 The 10-year plan

- 1. To make New Perlican a preferred tourism designation in Canada.
- 2. To establish New Perlican as a provincial archeological site.
- 3. To boost the economy of New Perlican using Tourism.
- 4. To make New Perlican to be featured on Tourism platforms in Canada.

5.1.3 *The 20-year plan*

1. To make New Perlican a tourism destination in North America.
2. To make New Perlican a global tourism destination.
5. To improve New Perlican's tourism product and potential.

5.2 Developing a Social enterprise

5.2.1 *Social enterprise 1*

I am recommending the development of The New Perlican Heritage and Visitor Centre. This will be a seasonal evolving enterprise, to ensure that the business can be operational in all seasons. Specifically, in the Winter, it will be a Café that sells hot beverages and cake, in addition to being a gift shop that could make sales online and deliver in the absence of a storefront. In the Summer, this shop can sell cold beverages including ice cream. An Example of this is seen in Appendix 2.

5.2.2 *Social enterprise 2*

I am recommending a second social enterprise which will be a full-blown tourism company called the New Perlican Tourism Company, or the Baccalieu Tourism company. This social enterprise will design and manage tourism activities in the town using the following:

5.2.2.1 *Family friendly events*

Events such as New Perlican only summer tours, and combined tours of the Baccalieu coastal drive area (in conjunction with other towns such as heart's content and Winterton).

5.2.2.2 *Archeology for tourism*

This will include a tour of New Perlican graveyards and other archeological finds. So far, there are a significant number of archeological finds and artefacts in New Perlican. For these to be utilized effectively, the archeological digs by William Gilbert needs to be expanded on and interpreted in a manner that can be used to parse together a fact-based story. Also, the ongoing graveyard work done by Robyn Lacey and the interpretations needs to be incorporated, as an evolving find. Also, perhaps some Archeological dig sites as noted in William Gilbert's report should be acquired by the town and designated as archeological sites, for further explorations. Examples of clear interpretations of archeological finds and their presentations can be seen in Appendices 3-4.

5.2.2.3 *Fishing stage tours*

Fishing in New Perlican from iconic fishing stages: The afore-recommended committee could purchase/design at least 2 fishing stages, which can be used for fishing events (for specific hours per session, for a fee). These stages can also be used for Capelin fishing tours.

5.2.2.4 Hiking in New Perlican

Hiking in New Perlican via the accessible trails could be a great draw to tourists. To ensure that the trails are easily navigable, clear annotations as seems to be the pattern in nearby towns (See Appendices 5-6). To leverage on the popularity of these trails, souvenirs and branded materials can be designed for hikers and trail users to purchase.

5.2.2.5 Guided Bus Tours

A guided bus tour (in conjunction with a transport company), to people from out of town a tour of New Perlican. This could be scaled up or down to match demand and seasons.

5.2.2.6 Campsite

An RV campsite, overlooking the harbour would be an easy-to develop business, which can generate good revenue if marketed appropriately. For instance, 10-30 campground slots, charging \$25 per night. For this, 4 public toilets (2 for male and 2 for female), cooking spots and a visitor centre will be needed. To maximize this campground facilities, a business that sells food and general grocery items will also be beneficial.

5.3 Town marketing strategy and tourism marketing plan

5.3.1 New Perlican Tourism Marketing plan

This plan will bring better publicity about New Perlican town events using blogs, Rogers TV, Facebook, and Instagram Ads). A clear marketing plan which will put the events in front of people's screens, thus increasing the chances of people coming to the town to participate and spend money.

5.3.2 New Perlican Marketing video

A marketing campaign video: "Come and See New Perlican" or "Come to New Perlican" or "Visit New Perlican".

5.3.3 Locations for storyboards

1. The start of the trail that begins in New Perlican and ends in Heart's content
2. The part of the D'iberville trail in New [Perlican](#)¹.
3. The start, half-waypoint, and end of the Hobb's [path](#).
4. Bloody point to Vitter's Cove trail. I see at least four storyboard worthy sites in this trail as shown in this [video](#).
5. Near the designated heritage sites
6. Vitter's Cove Beach area
7. At the Heritage Landing

¹ <https://www.pressreader.com>

8. At the Memorial Garden
9. At the site of the former Anglican Church and school
10. Town hall

Appendix

- Appendix 1- Asset mapping survey
- Appendix 2- Cupids legacy centre
- Appendix 3 - Artefact presentation from Cupids
- Appendix 4 - Artefact presentation from Cupids
- Appendix 5 - Trail annotation from Port Rexton
- Appendix 6 - Trail annotation from Fogo Island

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4. William Gilbert
5. Josh Cullinane
6. Melissa Dambrowitz
7. Lucy Always
8. Karen Smith

References

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New Perlican Asset Mapping Survey

A social enterprise is a business that provides primarily fulfills social objectives and maximizes profit. Social enterprises also maximize benefits to society and the environment. Overall, a social enterprise is double-barrelled in its approach: meeting social needs and making a profit. Typically, profits from social enterprises fund social programs, which benefit society.

Community Assets are resources and items owned by individuals and communities that individuals can leverage to develop practical solutions to problems.

Community assets can include:

1. Public buildings: community centre, libraries, health centres, leisure centres, bus services and GP practices.
2. Businesses: banks, post offices and shops.
3. Voluntary and community groups: faith groups, sports clubs, yoga/ meditation groups, support groups, residents' associations, Men's sheds, craft groups, Active Retirement groups and charities.
4. Individuals - volunteers, families, community leaders
5. Physical environments - parks and public buildings.

Identifying community assets is vital for uncovering the strengths and resources within a community that individuals can harness to address their needs.

*** Required**

Name*(Optional)

Your answer

Are you a New Perlican resident? *

- ☐ Yes
- ☐ No
- ☐ Maybe

Part-time or full-time resident? *

- ☐ Part-time
- ☐ Full-time

Which buildings, monuments or attractions do you consider community assets? *

Your answer

Do you have any suggestions on the types of businesses that will improve tourism for this town? *

Your answer

Any suggestions on social enterprise that will improve tourism for this town? *

Your answer

Any additional comments?

Your answer

Thank you for completing this survey. If you have any additional suggestions to facilitate our work with asset identification and management, feel free to email me via mnlongjohn@mun.ca. Alternatively, feel free to share any additional ideas you like with members of the heritage committee.

Your answer

Submit

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432
 Bird Survey from Santa Bernides
 23 Feb 1964
 2 {
 6 { WSW NW 2
 5 {
 10 5
 12 4
 2 3 1/2
 4 3
 6 3
 8 2 1/2
 10 2 1/2 West
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The billows swell the winds are high
Clouds overcast the country sky
Out of this to thee we call
Our fears are great our strength is small

O Lord the Pilot's part perform Hymn
 And guide and guard us through the
 Defens'less foam each threatening ill
 Continue the waves say Peace be still.







**LION'S DEN
TRAIL**

LION'S DEN TRAIL

DISTANCE
5.4 km

TRAIL GRADE
DUMPS TO D-100

One should always wear seat belts and never
drink and drive. The only way to stay safe is to
always wear your seat belt and always wear your
seat belt when driving.

Reported injuries – often accompanied by
bleeding, swelling, and/or bruising. These are
serious. They could be life-threatening. Please
report any injuries to the police.

Fogel Island

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